

JAVELIN,
REBEL,
AMERICAN,
AMBASSADOR
& NEW AMX.

**Either we're charging too little
or everyone else is charging too much.**



1968 Javelin in Caravelle Blue. Dual white pinstripe.

JAVELIN

Its price* is much less than the Mustang's, yet you get much more.

Javelin is the new-this-year car. (So the '68 will always be the classic.) A Mustang-Camaro-Barracuda class car. But classier. Javelin is the roomiest 4-passenger sports

hardtop of them all. With buckets in front and a full back seat.

Javelin is larger. Longer. Gives you more leg room front and rear, and a lot more trunk space.

Javelin is glassier. Bigger windshield (with rakish slope) and bigger windows everywhere. Like that enormous one-piece side window.

Wildly more extravagant than the ordinary door-window-vent-window combination. (And Javelin has flow-through ventilation that works a lot better than vent windows.)

Javelin is sleeker. That great-looking body is all-welded, then finished by hand.

Javelin is slipperier. Turns in a smaller

diameter. Has a quicker steering ratio, too, for easier, more sensitive control.

Javelin even has a big front contour bumper that works better and costs more than any of the others.

Javelin is one of the American Motors cars. It's made as if the money in it didn't matter.

*Based on a comparison of manufacturers' suggested retail prices.



1968 Javelin SST in Matador Red. Vinyl-covered roof in black. Wide white rally stripe.

Javelin goes.

With the standard 232 cu. in. six, Javelin cruises at 80. (Check it on the racy dash.)

Or you can order the 290 V-8 with 2-barrel or 4-barrel carb.

These Javelins get a double pinstripe.

With the V-8 "Go Package," Javelin performs. (The package? A 343 cu. in. 4-barrel V-8. Dual exhausts. Power disc brakes. Heavy duty springs, shocks and beefier swaybar.

Fat red-line tires.) An AMX 390 "Go Package" is also available with the same equipment for the SST model.

These Javelins get a nice wide rally stripe.

So the other guy has fair warning when you pull away at a light.

Either with all-synchromesh stick or "shift-command" automatic that lets you take charge when you want.

Above you see the Javelin SST. Super Sports Touring? Or Super Sonic Transport? Or just plain "sst"?

Take your pick.

Yet the Javelin SST is priced* under the basic Mustang. And gives you all these extras at one standard price:

Reclining bucket seats of cool ventilated vinyl or fabric. Both in red, tan or black.

With sports-car steering wheel and inside door panels that look like walnut.

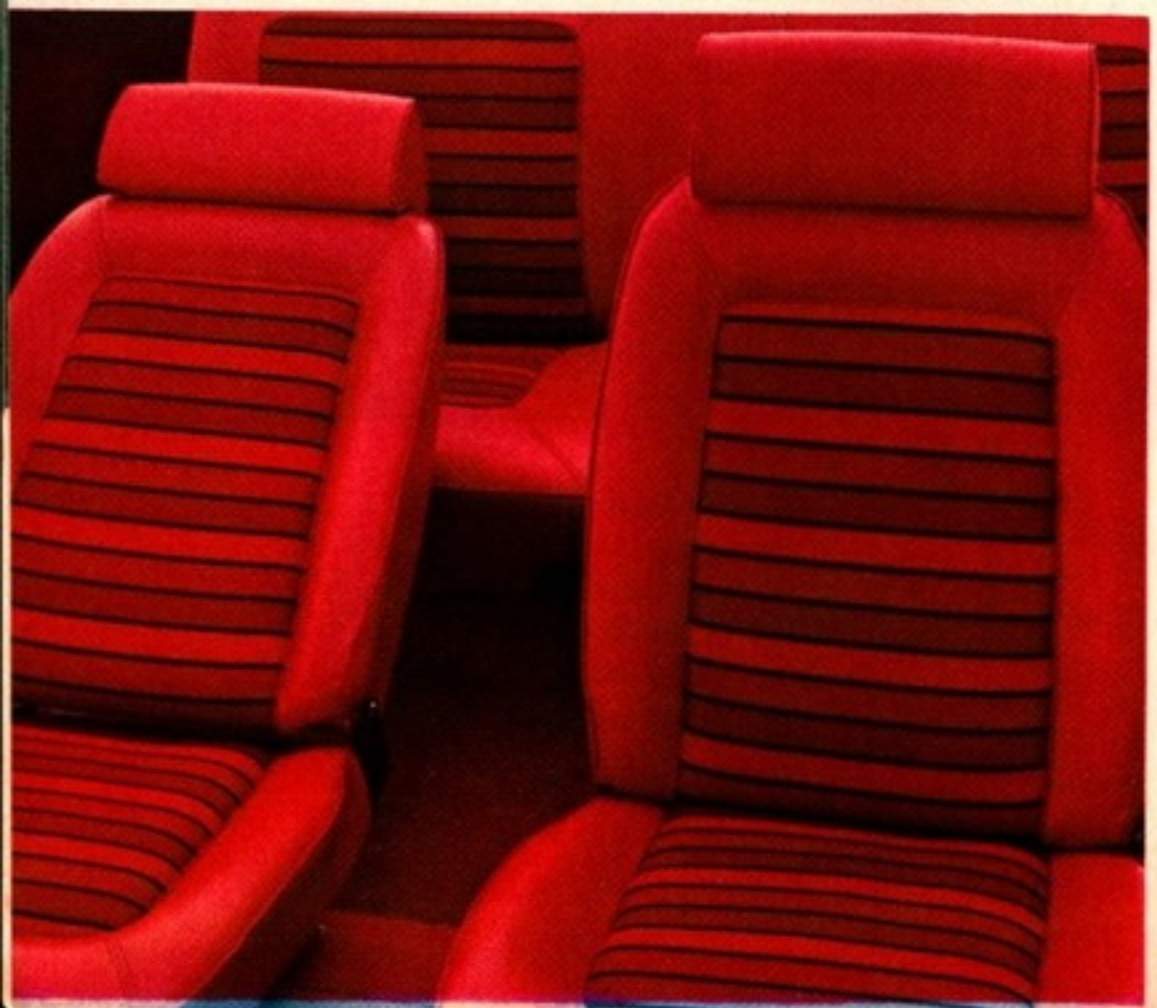
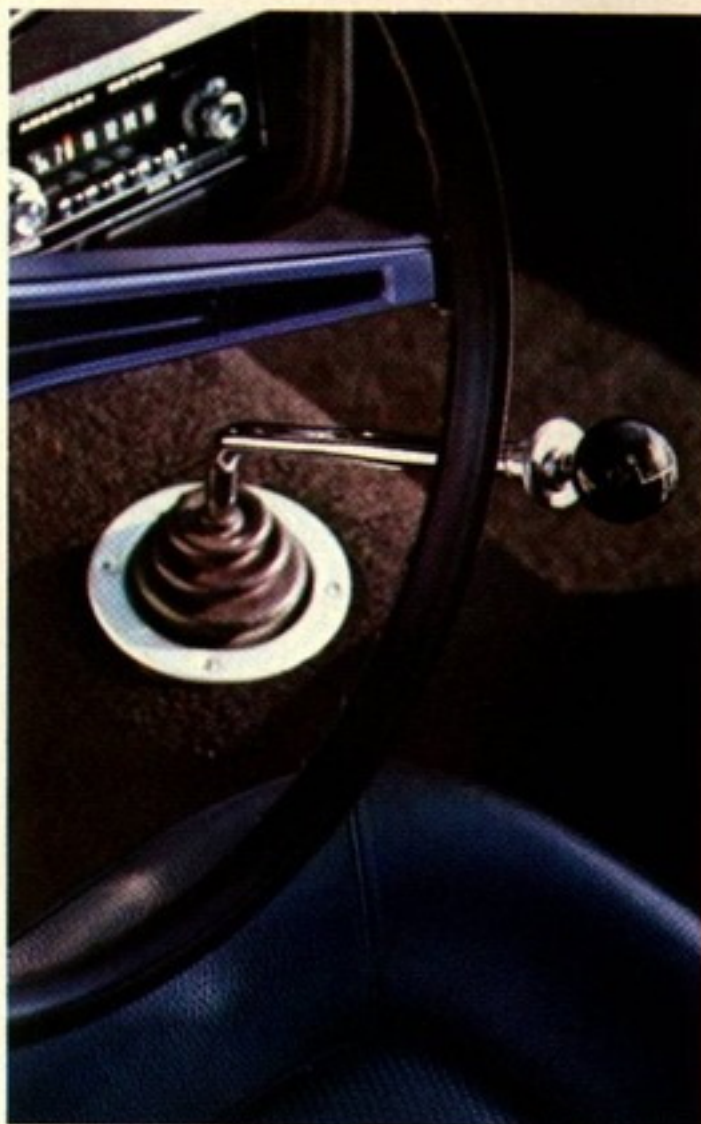
Trimmer trim inside and out.

Racy mag-style wheel discs.

Choice of 14 paint jobs.

For a few dollars more, you can have a vinyl-covered roof in black or off-white. (You can have one on any Javelin, for that matter.)

*Based on a comparison of manufacturers' suggested retail prices.



Javelin Specifications

Dimensions: Wheelbase 109". Length 189.2". Width 71.9". Front tread 57.9" (58.4" V-8). Rear tread 57". Trunk luggage 10.2 cubic feet.

Body: Standard safety features (see last page). All-welded, Single-Unit body construction (safe, strong, durable). Deep-Dip body rustproofing. Weather-Eye heater. Fresh air "flo-thru" ventilation. Triple-coated Lustre-Gard acrylic enamel (14 colors). Dual paint stripes. Molded acoustical ceiling. Curved "ventless" side-glass. Injection-molded plastic grille and nylon headlight housings. Two-position door checks. Front armrests. Cigarette lighter. Front ashtray. Full-width carpeting. Formed-wire seat construction. Front-seat foam cushion. Bucket seats. Compartment lights. Bin-type glove-box with lock. Two coat hooks. SST features; reclining bucket seats, wood-grain-look sports steering wheel and door panels, wheel discs, plus rocker panel, side window and hood-scoop moldings.

Mechanical: Direct-action, independent coil-spring front suspension with sway bar on V-8's. Rear suspension with semi-elliptical leaf springs. Hypoid-gear differential. Self-adjusting brakes with bonded linings. Brake diameter for Sixes 9"; lining area 153.8 square inches. Brake diameter for V-8's 10"; lining area 167.5 square inches. Standard 4-ply-rating, 2-ply tires; 6.95x14 on Sixes, 7.35x14 on V-8's (see "Options"). Ceramic-Armored muffler, tailpipe and exhaust pipe. Engine-oil filter. Fuel filters in tank and fuel pump. Fuel-tank approximate capacity, 19 gallons. All-Season engine coolant. Anti-smog positive crankcase vent. "Engine-Mod" exhaust emission control system ("Air-Guard" on V-8's with manual transmission). Automatic choke. Wheel discs standard on SST.

Electrical: Dual horns. Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air-conditioning). Power-Guard "24" Intercell battery; 50-amp standard on Sixes and "290" V-8's, 60-amp standard on "343" and "390" V-8's and with air-conditioning, 70-amp optional.

Javelin Options

Engines, transmission and axle ratios are on last page. Performance "Go" Packages with 343 CID 280 HP engine or AMX 390 CID 315 HP engine both with 4-barrel carburetor. Both packages include engine, dual exhaust system, power disc brakes, handling package, E70x14 wide-profile red-line tires and "rally" stripes on side (in place of standard slim dual stripes). Dual exhaust system for 4-barrel V-8's (standard with "390" V-8). Black or off-white vinyl-covered roof. Ventilated vinyl or fabric upholstery in red, black or tan is a no-cost option for SST. Off-white vinyl upholstery for base Javelin model (black vinyl standard). Headrests, right and left. All-Season air-conditioning (includes 60-amp battery, 40-amp alternator and heavy-duty engine cooling). Quick-ratio manual steering. Power steering. Power brakes. Power disc brakes for V-8's. Automatic transmission oil cooler for Sixes (standard on V-8's). Twin-Grip rear axle differential. Adjust-O-Tilt steering wheel (except column shift manual transmission). Solex glass, all or windshield only. Chrome Steel "Mag" Wheels. Wheel discs (standard on SST). Turbo-Cast wheel covers. Wire-wheel covers. Visibility Group; remote-control left-side mirror, clock (n.a. with tachometer), visor vanity mirror, electric windshield washers and electric wipers. Light Group; trunk light, two courtesy lights, glove-box light, parking-brake warning light, and headlights-on warning buzzer. AM or AM/FM push-button radios. 8-track stereo tape player and AM manual radio with two rear speakers. Bumper guards, rear. Insulation Group; undercoating and hood insulation. Heavy-Duty engine cooling; radiator, power-flex fan and shroud (standard with air-conditioning). 70-amp battery (40-amp alternator standard with air-conditioning). 70-amp battery and 40-amp alternator (for cars less air-conditioning). Engine block heater. Handling Package for 6-cylinder; front sway bar, heavy-duty springs and shock absorbers. Handling Package for V-8's; larger sway bar, heavy-duty springs and shock absorbers, 5½" rim wheels. Heavy-Duty clutch for 3-speed transmission (200 HP V-8). Tires: 6.95x14 standard, 7.35x14 optional for 6-cylinder; 7.35x14 standard for V-8's (4-ply-rating 2-ply or 8-ply-rating 4-ply, black or whitewall); E70x14 wide-profile red-line tires with 5½" rim wheels for V-8's. Tachometer for V-8's. Dealer accessory "rally-pak" for V-8's less air-conditioning; engine gauge (oil pressure and ammeter), and clock or tachometer.



1968 Rebel 550 Series. Hardtop in Matador Red. Convertible in Frost White with power top in black. Sedan in Caravelle Blue.

REBEL

It's the best dollar value in the automobile business.

The Rebel 550 6-passenger hardtop gives you at least as much car as the intermediates (Belvedere, Fairlane, Chevelle). Yet its price* is lower.

It's wider than all of them and much more spacious.

You get more room to stretch your legs in. More room for the top of your head. More room for your shoulders. And more room for baggage.

Plus a lot of little things like a sneaky ball-bearing ash tray. And a glove compartment door with cup depressions to serve as a coffee tray.

You get them in the 4-door, 6-passenger Rebel 550 sedan, too. And in the Rebel convertible—the car that's the lowest-priced* 6-passenger, power-top convertible in America.

The convertible even has a big glass rear window that won't get scratchy or cloudy, and doesn't need unzipping when you put the top down.

*Based on a comparison of manufacturers' suggested retail prices.



The 1968 Rebel 770. Sedan in Tahiti Turquoise. Hardtop in Blazer Blue with Frost White top.

Rebel has:

Seats with coil springs, like a Cadillac. (You can even get individually adjustable seats that recline to make a bed in the 4-door sedans and wagons.)

Easy-going 4-coil-spring suspension.

Fiberglass-cushioned acoustical ceilings for extra safety and quiet.

Unit-construction body, all welded, so there aren't any bolts to rattle loose.

Rustproofed with primer up to the roofline.

Ceramic-armored exhaust system—another rust resister.

Recessed outside door handles, for better looks and greater safety. With front-door lock

buttons where they ought to be—on the armrests, within easy reach. Just set them, slam the door and your car is locked. No other car made in America has any of these conveniences.

Powerful intercell batteries that last longer, fill easier.

Most models with choice of all-synchromesh manual transmission or optional "shift-command" automatic that lets you shift or not, as you like.

On these pages, the Rebel 770s—chromier, plusher, lusher than the 550s. On the following pages, the top-of-the-line Rebel SSTs.



1968 Rebel SST Hardtop in Scarab Gold. Vinyl-covered roof in white and pinstripe in black.

Rebel SST.

Standard: the bolder grille... the air-scoop moldings... 290 cu. in. V-8 with synchromesh transmission... individually adjustable reclining seats... expensive upholstery... full wheel covers. Optional: choice of two 343 V-8s... overdrive, column or console "shift-command" or 4-on-the-floor transmission... reclining bucket seats... headrests... the jazzy turbine-like wheel covers you see here.



SST Convertible.

The Rebel SST convertible is the more expensive version of the Rebel 550 convertible. With all Rebel SST features, plus that automatic top with the big glass window that folds itself down behind the rear seat.

1968 Rebel SST Convertible in Caravelle Blue. Pinstripe in white.



1968 Rebel Station Wagons. 550 on left in Hialeah Yellow. 770 on right in Laurel Green with wood-grain side-paneling.

Rebel Wagons.

Both Rebel Cross Country wagons, the 550 on the left and the 770 at the right, give you your choice of tailgate. You can have it either opening to the side or flattening down.

Both give you the roof rack as a standard feature (while most other wagons charge you extra).

And both have a hidden compartment (in

the 770, it locks).

The Rebel 770, with 232 cu. in. six, also has wall-to-wall carpeting, handsome plaid fabric or ventilated vinyl seats and a couple of great extra options: the look-like-wood side panels you see here and the rear-facing back seat, which comes with the side-swinging tailgate including a power window you control from the driver's seat.



Rebel Specifications

Dimensions: Wheelbase 114". Length 197" (198" wagon). Width 77.2". Front tread 58.2" (58.6" V-8). Rear tread 58.5". Trunk luggage 18.2 cubic feet (15.8 convertible). Wagon cargo 91 cubic feet.

Body: Standard safety features (see last page). All-welded, Single-Unit body construction (safe, strong, durable). Deep-Dip body rustproofing. Weather-Eye heater. Fresh air ventilation. Triple-coated Lustre-Gard acrylic enamel (14 colors). Power-operated convertible top in black or white with glass rear window. Molded acoustical ceiling. Curved side-glass. Injection-molded plastic grille and headlight housings. Two-position front-door checks. Front and rear armrests. Cigarette lighter. Front ashtray. Rear ashtrays (except 550). Full-width carpeting (rubber for 550, carpet with 4-speed transmission). Coil-spring seat construction (solid foam for wagon third seat). Front-seat foam cushion. Dome or side-pillar lights. Station wagon roof-top travel rack. Glove-box lock (except 550). Hidden compartment for station wagons (lock on 770). Two coat hooks, except convertible.

Mechanical: Coil springs at all four wheels. Direct-action, independent front suspension with sway bar on V-8's and wagons. 4-link, trailing arm rear suspension. Hypoid-gear differential. Self-adjusting brakes with bonded linings. Brake diameter for Six (except wagons) 9"; lining area 153.8 square inches. Brake diameter for V-8 (and wagons) 10"; lining area 167.5 square inches. Standard 4-ply-rating, 2-ply tires; Sixes and V-8's, 7.35x14, 7.75x14 for wagons (see "Options"). Ceramic-Armored muffler, tailpipe and exhaust pipe. Engine-oil filter. Fuel filters in tank and fuel pump. Fuel-tank approximate capacity, 21.5 gallons (19 for 3-seat wagons). All-Season engine coolant. Anti-smog positive crankcase vent. "Engine-Mod" exhaust emission control system ("Air-Guard" on V-8's with manual transmission). Automatic choke. Wheel discs standard on SST.

Electrical: Dual horns for 770 and SST (one for 550). Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air-conditioning). Power-Guard "24" Intercell battery; 50-amp standard on Sixes and "290" V-8's, 60-amp standard on "343" V-8's and with air-conditioning, 70-amp optional.

Rebel Options

Engines, transmissions and axle ratios are on last page. Dual exhaust system for 343 V-8's (except wagons). Two-tone paint (except convertible). Black, off-white or blue vinyl-covered roof for 770 and SST sedans and hardtops. Black or off-white convertible powered top (no charge). Side paint stripes for SST. Simulated wood-grain side panels for 770 wagon. Ventilated vinyl upholstery, standard on wagons (fabric, no-charge option), convertibles and bucket seats. Individually-adjustable reclining seats (standard on SST). Reclining bucket seats for SST with fold-down armrest and center cushion (or console with floor Shift-Command transmission). Headrests, right and left. All-Season air-conditioning (includes 60-amp battery, 40-amp alternator and heavy-duty engine cooling). Power steering. Power brakes. Power disc brakes for V-8's. Cruise-Command automatic speed control (V-8's with automatic transmission). Automatic transmission oil cooler for Sixes (standard on V-8's). Twin-Grip rear axle differential. Adjust-O-Tilt steering wheel (except column-shift manual transmission). Sports wood-grain-look steering wheel for 770 and SST. Custom steering wheel for 550 (standard on 770 and SST). Power-Lift electric side windows for SST. Power-Lift electric tailgate window (standard on 3-seat wagon). Solex glass, all or windshield only (except rear on convertible). Wheel discs (standard on SST). Turbo-Cast wheel covers. Wire-wheel covers. Appearance Group for 550 and 770; side moldings and wheel discs. Visibility Group; remote-control left-side mirror, clock, visor vanity mirror (except convertible), electric windshield washers and electric wipers. Light Group; trunk or cargo light, two courtesy lights, glove-box light, ashtray light, parking-brake warning light, headlights-on warning buzzer, front-door switches for 550 and rear-door switches for 770. AM or AM/FM push-button radios. Rear speaker for radio in sedans and hardtops (except stereo). 8-track stereo tape player with two rear speakers in sedans and hardtops. Rear-facing third seat for 770 wagon (includes side-opening tailgate and electric tailgate window). Side- or lower-opening tailgate on 2-seat wagons (no charge). Bumper guards, front and rear (wagon, front only). Undercoating for SST (hood insulation standard on SST). Insulation Group for 550 and 770; undercoating and hood insulation. Heavy-Duty engine cooling; radiator, power-flex fan and shroud (standard with air-conditioning). 70-amp battery (40-amp alternator standard with air-conditioning). 70-amp battery and 40-amp alternator (for cars less air-conditioning). Engine block heater. Handling Package for 6-cylinder sedan, hardtop, convertible; front sway bar, heavy-duty springs and shock absorbers. Handling Package for 6-cylinder wagon and all V-8's; heavy-duty springs and shock absorbers (sway bar standard). Heavy-Duty clutch for 3-speed transmission (232 Six or 290 V-8). Tachometer for V-8's. Tires: 7.35x14 standard, 7.75x14 optional for sedans, hardtops and convertibles; 7.75x14 standard, 8.25x14 optional for wagons (4-ply-rating, 2-ply or 8-ply-rating, 4-ply, black or whitewall); F70x14 wide-profile red-line tires for V-8's (except wagons).





1968 Rambler American Two-Door Sedan in Laredo Tan.

AMERICAN

**It's the only car made in America
priced under \$2,000.***

A lot under \$2,000.

And many more dollars under the American
compacts.

Pricewise*, it's closer to the Volkswagen.

But buywise, the American 2-door sedan is
miles ahead.

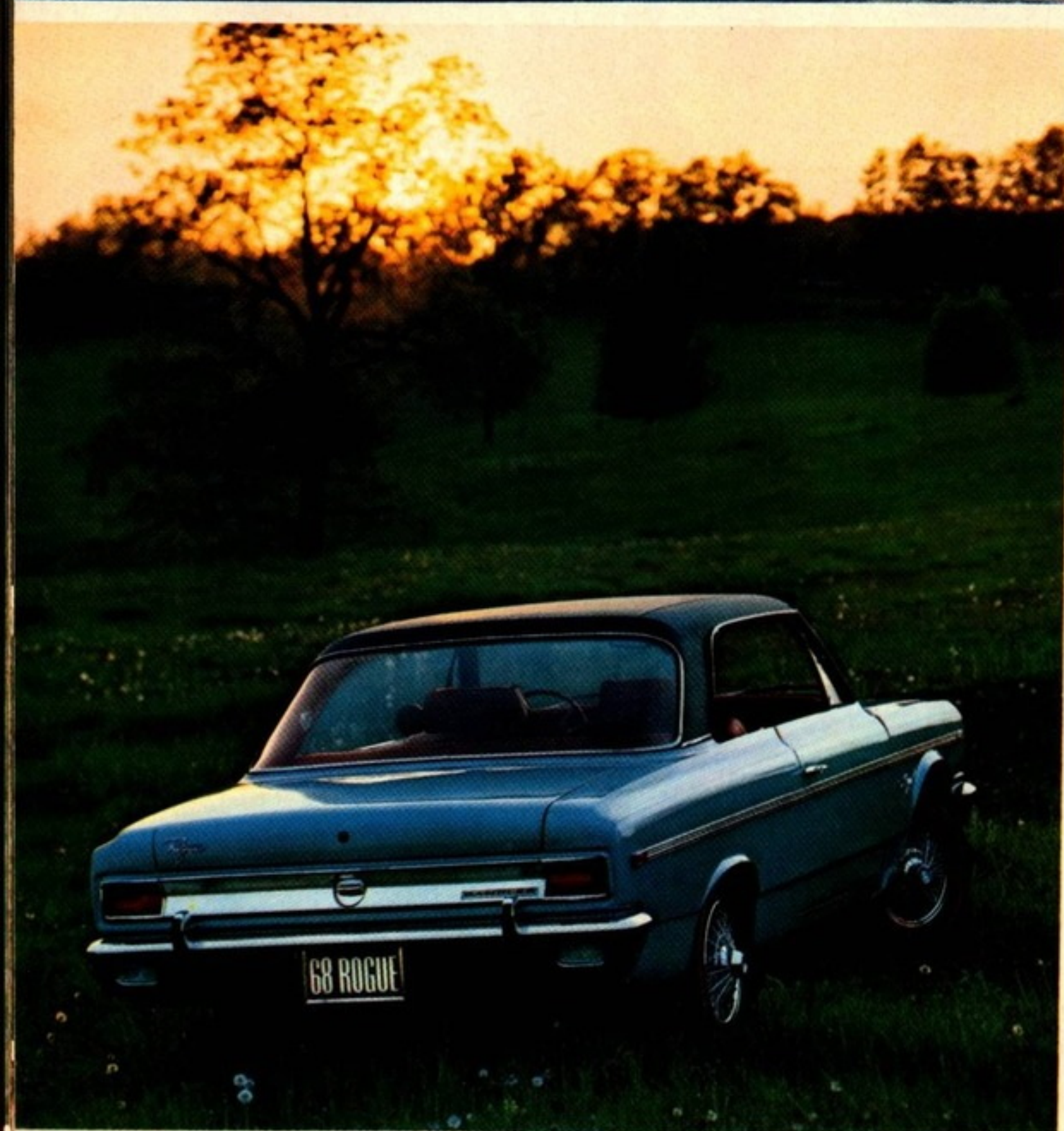
It's 20 in. longer, 10 in. wider, with plenty
of leg room both front and rear (4 in. more

than Volkswagen allows its back seat
passengers). And double the trunk space.

Yet it turns around in the same circle a
Volkswagen does.

You get a load more power: a 199 cu. in.
6-cylinder engine is standard (while the
Volkswagen has only a 4-cylinder engine). And
three bigger engines are extra-cost options—
so are overdrive, "shift-command" automatic,
and 4-on-the-floor.

*Based on a comparison of manufacturers' suggested retail prices.



1968 Rambler American Four-Door Sedan

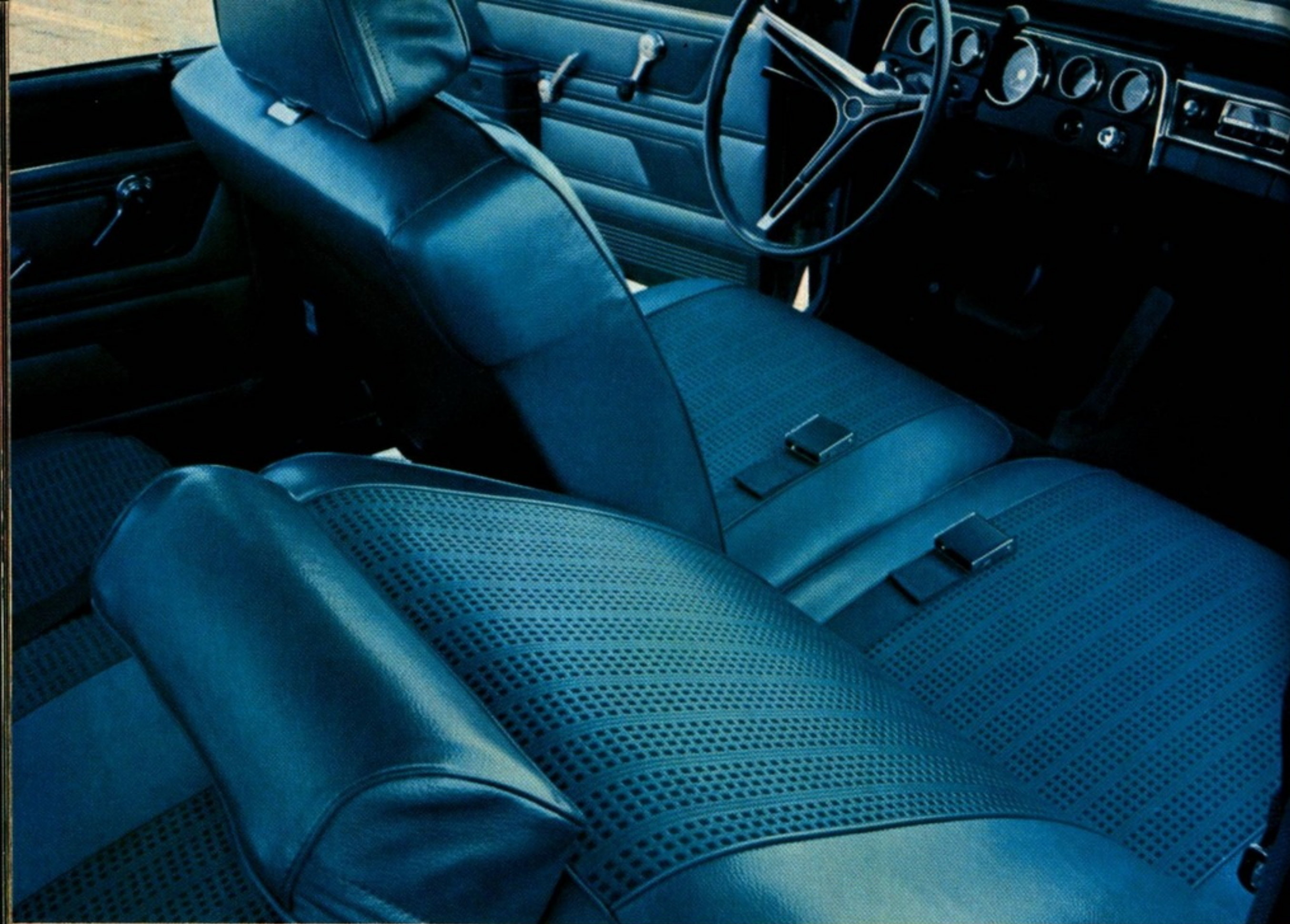
in Rally Green with Frost White roof. Rambler American 440 for 1968. Sedan in Saturn Blue. Station Wagon in Matador Red. 1968 Rambler American Rogue Hardtop in Turbo Silver and black vinyl-covered roof.

American 4-door. And Rogue.

There are two 4-door sedans. The one at top left is the lowest-priced* 4-door made in America. The 440 at lower right costs a little more because it's better dressed. This one gives you a big protective side molding outside, and a choice of four interior colors in fabric (or optional vinyl) with loop pile carpeting.

Then there's the 4-door-and-tailgate 440 at upper right that's the lowest-priced* wagon made in America. With everything you get in the 440 sedan plus the fact that the upholstery is vinyl. Options: a heftier 232 cu. in. six plus a pair of 290 V-8s...that rooftop travel rack... and a special handling package for heavy hauling on rough roads.

The American Rogue is the 2-door hardtop you see at lower left. Here, the big 232 six is standard. Notice the optional wire wheel covers and vinyl covered roof. Other options: eye-level tach, V-8 engines, "shift-command", 4-on-the-floor, specially tuned springs-shocks-and-swaybar, power disc brakes. Roguish.



Rambler American Specifications

Dimensions: Wheelbase 106". Length 181". Width 70.8". Front tread 56" (56.4" V-8). Rear tread 55" (55.3" V-8). Trunk luggage 12 cubic feet. Wagon cargo 66 cubic feet.

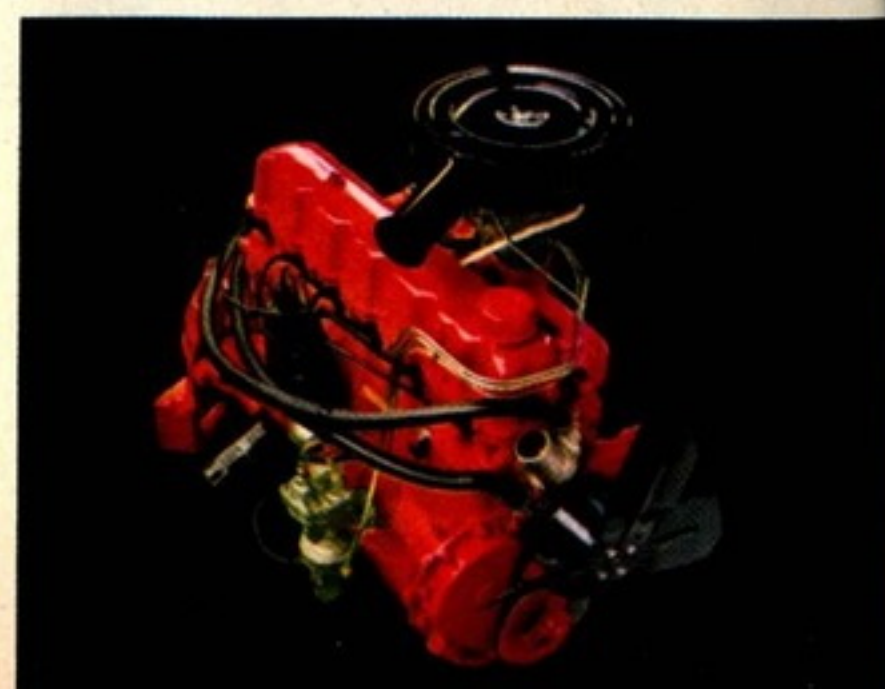
Body: Standard safety features (see last page). All-welded, Single-Unit body construction (safe, strong, durable). Deep-Dip body rustproofing. Weather-Eye heater. Fresh air ventilation. Triple-coated Lustre-Gard acrylic enamel in 13 colors (6 for basic models). Molded ceiling. Curved side-glass. Extruded aluminum grille. Front armrests. Rear armrests for 440 and Rogue. Cigarette lighter for 440 and Rogue. Front ashtray. Rear ashtrays for 440 and Rogue. Full-width carpeting for 440 and Rogue (rubber for basic models, carpet with 4-speed transmission). Coil-spring seat construction. Front-seat foam cushion. Dome or side-pillar lights. Glove-box lock for 440 and Rogue. Two coat hooks.

Mechanical: Direct-action, independent coil-spring front suspension with sway bar on V-8's. Rear suspension with semi-elliptical leaf springs. Hypoid-gear differential. Self-adjusting brakes with bonded linings. Brake diameter for Sixes 9"; lining area 153.8 square inches. Brake diameter for V-8's 10"; lining area 167.5 square inches. Standard 4-ply-rating, 2-ply tires; 6.45x14 on Sixes (except wagons), 6.95x14 on V-8's and Six wagons (see "Options"). Ceramic-Armored muffler, tailpipe and exhaust pipe. Engine-oil filter. Fuel filters in tank and fuel pump. Fuel-tank approximate capacity, 16 gallons. All-Season engine coolant. Anti-smog positive crankcase vent. "Engine-Mod" exhaust emission control system ("Air-Guard" on V-8's with manual transmission). Automatic choke.

Electrical: Dual horns for 440 and Rogue (one for basic model). Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air-conditioning). Power-Guard "24" Intercell battery; 50-amp standard, 60-amp standard with air-conditioning, 70-amp optional.

Rambler American Options

Engines, transmissions and axle ratios are on last page. Two-tone paint. Black or off-white vinyl-covered roof for Rogue. Vinyl upholstery, standard on wagons. Individually-adjustable reclining seats. Headrests, right and left. All-Season air-conditioning (includes 60-amp battery, 40-amp alternator and heavy-duty engine cooling). Power steering. Power brakes. Power disc brakes for V-8's. Automatic transmission oil cooler for Sixes (standard on V-8's). Twin-Grip rear axle differential. Sports wood-grain-look steering wheel for 440 and Rogue. Custom steering wheel for base car (standard on 440 and Rogue). Solex glass, all or windshield only. Wheel discs. Turbo-Cast wheel covers. Wire-wheel covers. Appearance Group; rocker-panel moldings and wheel discs. Electric wipers. Visibility Group; remote-control left-side mirror, visor vanity mirror, electric windshield washers and electric wipers. Light Group; trunk or cargo light, two courtesy lights, glove-box light, parking-brake warning light, headlights-on warning buzzer, and front-door switches for base models. AM push-button radio. Roof-top travel rack for wagon. Bumper guards, front and rear (wagon, front only). Insulation Group; undercoating and hood insulation. Heavy-Duty engine cooling; radiator, power-flex fan and shroud (standard with air-conditioning). 70-amp battery (40-amp alternator standard with air-conditioning). 70-amp battery and 40-amp alternator (for cars less air-conditioning). Engine block heater. Handling Package for 6-cylinder; front sway bar, heavy-duty springs and shock absorbers. Handling Package for V-8's; larger sway bar, heavy-duty springs and shock absorbers, 5½" rim wheels. Heavy-Duty clutch for 3-speed transmission (128 HP 6 or 200 HP V-8). Tachometer for V-8's. Tires: 6.45x14 standard, 6.95x14 optional for 6-cylinder sedans and hardtops; 6.95x14 standard for 6-cylinder wagon; 6.95x14 standard, 7.35x14 optional for all V-8's (6.95 and 7.35 in 4-ply-rating, 2-ply or 8-ply-rating, 4-ply, black or whitewall); D70x14 wide-profile red-line tires with 5½" rim wheels for V-8's (except wagons).





1968 Ambassador. Up front, the hardtop in Frost White. To the rear, the sedan in Rally Green with Laurel Green roof.

AMBASSADOR

The first car under \$10,598* with air conditioning standard.

So far only a few companies around the world have made air conditioning standard equipment on luxury cars:

Rolls-Royce, on their Rolls and Bentley.
General Motors, on their Cadillac Fleetwood 75, Sedan and Limousine.
Aston Martin, on their Coupé and 2-door wagon.
Ferrari, on their California 365 Convertible.
Maserati, on their Quattro Porte model.

And now American Motors, on all of our new '68 Ambassadors.

(And that goes for every Ambassador, regardless of price.)

Because American Motors is convinced that air conditioning is the best thing going in a car.

If you live or drive where summers are hot or winters are cold, you need it.

But if you buy your car on a nice day, you may not think about it—until it's too late on a baking road in bumper-to-bumper traffic.

*Based on a comparison of manufacturers' suggested retail prices.



1968 Ambassador DPL. Sedan in Calcutta Russet with Laredo Tan roof. Hardtop in Laredo Tan.



Ambassador DPL.

All the Ambassadors have big-car features: Coil spring seating front and rear—like Cadillac.

Unit body construction—like Jaguar, Mercedes, and Rolls-Royce.

And a big car feel:

A wide stance for stability.

4-link rear suspension with coil springs all around for good roadability.

The Ambassador DPLs are powered by a big 232 cu. in. six with smooth-running 7-main-bearing crankshaft.

Or, optionally, powered by the same six with 2-barrel carb for extra performance. Or a choice of V-8s: 290 and a pair of 343s—one 2-barrel, one 4-barrel.

14 exterior colors (including 10 metallics), and 31 two-tone options. Plus optional vinyl covered roof in black, off-white, or blue.



1968 Ambassador DPL Station Wagon in Scarab Gold with Frost White side panels.

Ambassador Wagon.

It's the big one, 5 in. longer than the Rebel and nearly 2 ft. longer than the American. The sleek one—with DPL detailing inside (great upholstery) and outside (handsome chrome). Your choice of drop-down or

side-opening tailgate (shown) at the standard price. Extra cost options you may want: individually adjustable reclining seats that make a bed . . . rear-facing back seat (shown) with power rear window . . . sides paneled to look like wood.



1968 Ambassador SST Four-Door Sedan in Saturn Blue. Vinyl-covered roof in blue and pinstripe in black.

Ambassador SST.

Could that SST stand for Sensational Straight Through? Look what's included in the base price (besides that air conditioning): a 290 cu. in. V-8, choice of expensive upholstery, individually adjustable reclining seats, interior wood-look paneling, an electric clock that works and a gismo that buzzes if you leave the headlights on after you turn the ignition off. Two 343 V-8s (2- or 4-barrel), "shift-command" transmissions (column or console), 4-on-the-floor are options.



SST Hardtop.

See what you get as standard equipment with the Ambassador SST hardtop: air conditioning (of course), great grille with rally lights, a whole flock of interior lights, big shiny wheel discs. And look into the options: reclining buckets with armrest and center

cushion or console, headrests, "cruise-command" speed control that pedals the gas while your foot rests, AM-FM radio, 8-track stereo tape player, "adjust-o-tilt" steering wheel, wire-wheel covers, wide choice of V-8s including the big 343s—which you can order with dual exhausts.

1968 Ambassador SST Hardtop in Laurel Green. Vinyl-covered roof and pinstripe in black.



Ambassador Specifications

Dimensions: Wheelbase 118". Length 202.5" (203" wagon). Width 77.2". Front tread 58.6". Rear tread 58.5". Trunk luggage 18.2 cubic feet. Wagon cargo 91 cubic feet.

Body: Standard safety features (see last page). All-welded, Single-Unit body construction (safe, strong, durable). Deep-Dip body rustproofing. All-Season air-conditioning. Weather-Eye heater. Fresh air ventilation. Air-intake screen. Triple-coated Lustre-Gard acrylic enamel (14 colors). Molded acoustical ceiling. Curved side-glass. Injection-molded plastic grille and nylon headlight housings. Two-position front-door checks. Front and rear armrests. Cigarette lighter. Front ashtray. Rear ashtrays. Full-width carpeting. Coil-spring seat construction (solid foam for wagon third seat). Front-seat foam cushion (rear-seat foam cushion in SST hardtop). Dome or side-pillar lights. Station wagon roof-top travel rack. Glove-box lock. Hidden compartment with lock for station wagons. Two coat hooks.

Mechanical: Coil springs at all four wheels. Direct-action, independent front suspension with sway bar. Four-link, trailing arm rear suspension. Hypoid-gear differential. Self-adjusting brakes with bonded linings. Brake diameter 10"; lining area 167.5 square inches. Standard 4-ply-rating, 2-ply tires; 7.35x14 for Sixes, 7.75x14 for V-8's, 8.25x14 for all wagons (see "Options"). Ceramic-Armored muffler, tailpipe and exhaust pipe. Engine-oil filter. Fuel-tank approximate capacity, 21.5 gallons (19 for 3-seat wagons). Fuel filters in tank and fuel pump. All-Season engine coolant. Anti-smog positive crankcase vent. "Engine-Mod" exhaust emission control system ("Air-Guard" on V-8's with manual transmission). Automatic choke. Wheel discs standard on DPL and SST.

Electrical: Dual horns. Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air conditioning). Power-Guard "24" Intercell battery; 50-amp standard on Sixes and "290" V-8's, 60-amp standard on "343" V-8's and with air-conditioning, 70-amp optional.

Ambassador Options

Engines, transmissions and axle ratios are on last page. Dual exhaust system for 343 V-8's (except wagon). Two-tone paint. Black, off-white or blue vinyl-covered roof for DPL and SST sedans and hardtops. Side paint stripes for SST. Simulated wood-grain side panels for wagon. Ventilated vinyl upholstery, standard on wagons (fabric, no-charge option), and bucket seats. Individually-adjustable reclining seats (standard on SST). Reclining bucket seats for SST with fold-down armrest and center cushion (or console with floor Shift-Command transmission). Headrests, right and left. *Delete* option, All-Season air-conditioning (includes 60-amp battery, 40-amp alternator and heavy-duty engine cooling). Power steering. Power brakes. Power disc brakes for V-8's. Cruise-Command automatic speed control (V-8's with automatic transmission). Automatic transmission oil cooler for Sixes (standard on V-8's). Twin-Grip rear axle differential. Adjust-O-Tilt steering wheel (except column-shift manual transmission). Sports wood-grain-look steering wheel. Power-Lift electric side windows for DPL and SST. Power-Lift electric tailgate window (standard on 3-seat wagon). Solex glass, all or windshield only. Wheel discs (standard on DPL and SST). Turbo-Cast wheel covers. Wire-wheel covers. Visibility Group; remote-control left-side mirror, clock (standard on SST), visor vanity mirror, electric windshield washers and electric wipers. Light Group (standard on SST); trunk or cargo light, two courtesy lights, glove-box light, ashtray light, parking-brake warning light, headlights-on warning buzzer, and rear-door switches for DPL. AM or AM/FM push-button radios. Rear speaker for radio in sedans and hardtops (except stereo). 8-track stereo tape player with two rear speakers in sedans and hardtops. Rear-facing third seat for wagon (includes side-opening tailgate and electric tailgate window). Side- or lower-opening tailgate on 2-seat wagon (no charge). Bumper guards, front and rear (wagon, front only). Undercoating for SST (hood insulation standard on SST). Insulation Group for base Ambassador and DPL (undercoating and hood insulation). Heavy-Duty engine cooling; radiator, power-flex fan and shroud (standard with air-conditioning). 70-amp battery (40-amp alternator standard with air-conditioning). 70-amp battery and 40-amp alternator (for cars less air-conditioning). Engine block heater. Handling Package; heavy-duty springs and shock absorbers (sway-bar standard). Heavy-Duty clutch for 3-speed transmission (232 Six or 290 V-8). Tachometer for V-8's. Tires: 7.35x14 standard, 7.75x14 optional for 6-cylinder sedans and hardtops; 7.75x14 standard, 8.25x14 optional for V-8 sedans and hardtops (4-ply-rating, 2-ply or 8-ply-rating, 4-ply, black or whitewall); F70x14 wide-profile red-line tires for V-8's (except wagon).





AMX

Nobody else makes a car like this. The AMX idea is totally new.

It's a 2-seater sports car for people who love sports cars, but don't love costly special tune-ups and constant upkeep.

Priced under \$3,300*, the AMX gives you the sheer fun and maneuverability of a foreign sports car costing thousands more. Plus the easy maintenance of an American family car.

Most features you'd expect to be extras are standard: a short throw all-synchromesh

4-on-the-floor, dual exhausts, fiberglass belted wide-profile tires, slim-shelled reclining bucket seats, 8,000 RPM tach, padded aircraft-type instrument panel with deep-set controls, heavy duty springs and shocks, large diameter sway bar, rear traction bars.

Plus one you'd never expect: the Airless Spare—a fifth tire that takes up little trunk space because it doesn't inflate until you need it. (Then whoosh.)

The standard engine is the 290 cu. in.

AMX Specifications

Dimensions: Wheelbase 97". Length 177.2". Width 71.6". Front tread 58.4". Rear tread 57". Trunk capacity 9.6 cubic feet (with standard Space Saver Spare).

Body: Standard safety features (see last page). All-welded, steel, Single-Unit body construction. Twin hood blisters. Circular AMX pillar emblems. Reclining Ventilair vinyl trimmed bucket seats. Foam seat cushions. Weather-Eye heater. Fresh-air "flo-thru" ventilation. Armrests. Cigarette lighter. Full-length carpeting. Compartment lights. Wood-grain-look sports steering wheel and door panels. Mag-style wheel discs. Bright rocker panel and side window moldings. Bright dual exhaust outlets. Molded ceiling. Hood insulation.

Mechanical: (For engines, see below and last page.)

E70x14 wide profile fiberglass belted black side wall tires (with Collapsible Space Saver Spare). Direct-action, independent coil-spring front suspension with heavy-duty springs and shock absorbers. Heavy-duty front sway bar. Rear suspension with traction bars and heavy-duty semi-elliptical leaf springs and shock absorbers. Hypoid gear differential. Recirculating ball-screw steering gear; turning diameter—33.5 ft.; standard gear—24.1:1 overall ratio and 5.1 turns lock to lock; optional "Quick-Ratio" gear—19.3:1 overall ratio and 4.0 turns lock to lock; optional power gear—18.1:1 overall ratio and 3.8 turns lock to lock. Self-adjusting brakes with bonded linings. Brake diameter 10"; lining area 167.5 square inches. Anti-smog positive crankcase vent.

"Engine-Mod" exhaust emission control system with automatic transmission. "Air-Guard" system with 4-speed manual transmission.

Electrical: Standard 35-amp electronic alternator and sealed transistorized voltage regulator (40-amp with air conditioning). Power-Guard "24" Intercell battery; 50-amp standard on "290" V-8, 60-amp standard on other V-8's and with air conditioning. 70-amp battery optional. Dual horns.

AMX Options

Engines and axle ratios are shown on last page. Performance "Go" Packages with 343 CID 280 HP engine or AMX 390 CID 315 HP engine both with 4-barrel carburetor. Both packages include engine, power disc brakes, E70x14 Red-line wide profile fiberglass belted tires, higher rate front and rear springs, 1 3/4" piston diameter heavy-duty front and rear shock absorbers, Twin-Grip rear axle differential, heavy-duty engine cooling system (see below) and over-the-top Racing Stripe. Automatic transmission. Quick-ratio manual steering. Power steering. Power brakes. Power disc

4-barrel carb V-8. Two optional engines are the 343 4-barrel V-8 and a new 390 4-barrel we call the AMX. Once the 390 is broken in, you could roll right onto a race track and be ready to do about 130 mph. In pure stock form—without special modifications. We named that engine after the car.

Such a lot of car, we're only making 10,000 in 1968. We're even putting the production number on the dash—for collectors who want to prove they got in on a great car fast.

brakes. Twin-Grip rear axle differential. Adjust-O-Tilt steering wheel. All-Season air conditioning (includes 60-amp battery, 40-amp alternator and heavy-duty engine cooling). Solex glass, all or windshield only. Headrests, right and left. Chrome Steel "Mag" Wheels (6" rim-width). Turbo-Cast Wheel Covers. Wire-wheel covers. Visibility Group: Remote-control left side mirror, visor vanity mirror, electric windshield washers and electric wipers. Light Group: Trunk light, glove box light, parking-brake warning light, and headlights—on warning buzzer. AM or AM/FM push button radios. 8-track stereo tape player and AM manual radio with two rear speakers. Bumper guards, rear. Undercoating. Heavy-duty engine cooling system; radiator, power-flex fan and shroud. 70-amp battery. 70-amp battery and 40-amp alternator (for cars less air conditioning). Engine block heater. Special-duty handling package (standard with "Go" Package); higher rate front and rear springs, 1 3/4" piston diameter heavy-duty front and rear shock absorbers. Tires: E70x14 Red-line wide profile. Dealer accessory "rally-pak"; engine gauge (oil pressure and ammeter) and clock (not available with air conditioning).



*Based upon manufacturer's suggested retail price, federal taxes included. State and local taxes, destination charges, options excluded.

Safe-Command Features

Interior: Three front-seat belts (two with buckets), two retractable. Three rear seat belts (two on Javelin). Two front shoulder belts (except convertible). Wagon third-seat, two belts (optional). Rear shoulder belt anchors (except convertible). 4-Way hazard warning signals. "Lane-changer" for turn signals. High-strength door locks. "Pre-set-impulse" front-door locking system (except American). Safety-shaped door handles, cranks, control knobs, coat hooks, armrests. Padded front-seat back. Automatic lock with manual release for front-seat back on 2-door

models. Folding rear-seat-back latches for station wagons. Tailgate window lock (Rebel and Ambassador wagons). Energy-absorbing safety steering column. Deep-dish 3-spoke steering wheel. Padded instrument panel. Ball-bearing "break-away" front ashtray. Padded sun visors. Padded "A" pillars and roof side headers (Javelin and AMX). Front-seat headrests (optional). Molded ceilings.

Mechanical and Exterior: Double-safety brake system with brake system warning light. Side-of-car safety markers. Mechanical stop light switch. Flush-contoured outside door handles (except American). Automatic back-up

lights. Tread-wear indicator molded into tire tread. Uniform shift pattern for automatic transmission. Corrosion-resistant brake lines. Safety-rim wheels. Two-key locking system. **Visibility:** "Safety-styled" instrument-panel layouts and controls. Non-glare finish for various interior parts. Inside rear-view day/night mirror with twin pivots and protected edges. Rear-view left side mirror. High-strength, thick-laminate windshield glass (safety glass all-around). Windshield washers, manual (electric, optional). Variable-speed non-glare windshield wipers with vacuum power-booster (variable-speed electric, optional). Defrosters.

Performance Selector

ENGINES	"199" Six	"232" Sixes		"290" V-8s		"343" V-8s		"AMX 390" V8
Standard Engine On:	American except Rogue	Rogue and all others except Rebel SST, Ambassador SST and AMX	—	Rebel SST and Ambassador SST	AMX	—	—	—
Optional Engine On:	—	American except Rogue	Rebel and Ambassador except SST	All except Rebel SST, Ambassador SST and AMX	American and Javelin	Rebel and Ambassador	AMX, Javelin, Rebel and Ambassador	AMX and Javelin SST
Horsepower @ RPM	128 @ 4400	145 @ 4300	155 @ 4400	200 @ 4600	225 @ 4700	235 @ 4400	280 @ 4800	315 @ 4600
Torque @ RPM	182 @ 1600	215 @ 1600	222 @ 1600	285 @ 2800	300 @ 3200	345 @ 2600	365 @ 3000	425 @ 3200
Carburetor	1-Barrel	1-Barrel	2-Barrel	2-Barrel	4-Barrel	2-Barrel	4-Barrel	4-Barrel
Compression Ratio/Fuel	8.5:1/Regular	8.5:1/Regular	8.5:1/Regular	9.0:1/Regular	10.0:1/Premium	9.0:1/Regular	10.2:1/Premium	10.2:1/Premium
Displacement, Cu. In.	199	232	232	290	290	343	343	390
Bore and Stroke	3.75"x3.00"	3.75"x3.50"	3.75"x3.50"	3.75"x3.28"	3.75"x3.28"	4.08"x3.28"	4.08"x3.28"	4.17"x3.57"

Equipment and power features, illustrated or described in this catalog, are optional at extra cost unless otherwise specified. Certain equipment items may not be available for all models. American Motors, whose policy is one of continuous improvement, reserves the right to discontinue or change specifications, models, equipment or prices at any time without incurring obligation.

	RAMBLER AMERICAN					REBEL & AMBASSADOR						JAVELIN				AMX		
	"199" Six (1-Barrel)	"232" Six	"290" V-8s			"232" Sixes		"290" V-8	"343" V-8s		"390" V-8	"232" Sixes	"290" V-8s	"343" V-8	"390" V-8	"290" V-8	"343" V-8	"390" V-8
TRANSMISSION AND AXLE RATIOS (optional ratios at no cost)	Sedans less A.C.	Wagons and Sedans with A.C.	1-Barrel	2-Barrel	4-Barrel	1-Barrel	2-Barrel	2-Barrel	2-Barrel	4-Barrel	4-Barrel	1-Barrel	2-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel	4-Barrel
3-Speed Manual, Column (std.)	3.08:1 (3.31)	3.08:1 (3.31)	3.08:1 (3.31)	3.15:1	—	3.15:1	3.15:1	3.15:1 (3.54)	—	—	—	3.08:1 (3.31)	3.15:1	—	—	—	—	—
Overdrive, Column (opt.)	3.31:1 (3.08)	3.31:1 (3.08)	—	—	—	3.54:1††	—	3.54:1	—	—	—	—	—	—	—	—	—	—
Shift- Command, Column (opt.)	2.73:1 (3.08 and 3.31)	3.08:1 (2.73 and 3.31)	3.08:1 (2.73 and 3.31)*	3.15:1 (2.87)	—	3.15:1	3.15:1	3.15:1 (2.87)	2.87:1 (3.15)	2.87:1 (3.15)	2.87:1 (3.15)	3.08:1 (2.73 and 3.31)	3.15:1 (2.87)	—	2.87:1† (3.15)	—	—	—
Shift-Command, Console (opt.)	—	—	—	—	—	—	—	3.15:1 (2.87)	2.87:1 (3.15)	2.87:1 (3.15)	2.87:1 (3.15)	—	3.15:1 (2.87)	—	2.87:1† (3.15)	2.87:1† (3.15)	3.15:1 (2.87)	2.87:1† (3.15)
4-Speed, Floor (opt.)	—	—	—	3.54:1 (3.15)**	3.54:1 (3.15)**	—	—	3.54:1 (3.15)**	—	3.15:1 (3.54)**	3.15:1 (3.54)**	—	3.54:1 (3.15)**	3.54:1 (3.15)**	3.15:1 (3.54)**	3.15:1 (3.54)**	3.54:1 (3.15)**	3.15:1 (3.54)**

*Rogue "232" Hardtop; 2.37:1 std. (2.73 and 3.08 opt.)

**3.73:1, 3.91:1, 4.10:1 and 4.44:1 Dealer Kits at extra cost.

†3.15:1 is standard with "Go" Packages.

†† Rebel Only.

5-Year/50,000-Mile Warranty on Engine, Drive Train, Suspension and Steering. 2-Year/24,000-Mile Warranty on the Entire Car.

American Motors Corporation warrants the entire car (except tires) for 24,000 miles or 2 years* and the following parts for 50,000 miles or 5 years*: engine block, head and internal engine parts, water pump, intake manifold, transmission case and internal parts, torque converter, drive shaft, universal joints, rear axle housing and internal parts, front and rear suspension components (except shock absorbers and their attaching parts), steering pump, steering gear assembly, steering linkage, wheel bearings and road wheels. This warranty is limited to the repair or replacement, without charge, by an authorized American Motors Dealer, of warranted parts proved defective in material and workmanship under normal use and service and is conditioned upon performance by the owner of the following maintenance obligations: every 4 months or 4,000 miles*, change engine oil and install new oil filter; at 4,000 miles (once only) adjust automatic transmission rear band; every 4,000 miles, clean V-8 engine oil filler cap and correct fluid levels; every 8,000 miles, clean carburetor air cleaner element, inspect and correct drive belts and operation of exhaust manifold heat valve; every 12,000 miles, clean 6-cylinder engine positive crankcase ventilation (PCV) wire gauze filter, replace PCV valve; every 16,000 miles, verify manual clutch adjustment; every 24,000 miles, replace carburetor air cleaner element and fuel filter element, inspect and lubricate chassis, tune automatic transmission; every 2 years, replace engine coolant; and every 12 months, furnish evidence of this service to an authorized American Motors Dealer and obtain his certification thereof and the car's mileage. This warranty extends to the original retail purchaser. If required maintenance has been performed, the unexpired 2 year/24,000 mile portion may be transferred to any subsequent retail purchaser and the 5 year/50,000 mile portion to the second retail purchaser, upon application to an authorized American Motors Dealer within 30 days or 1,000 miles usage* and payment of a transfer fee. After expiration of the 2 year/24,000 mile portion, the second retail purchaser must pay the first \$25.00 of the cost on each occasion repairs or replacements are made under the 5 year/50,000 mile portion.

*whichever comes first.

